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Digital Press Kit

2012



Meet Ruby:

Your Real, Live Receptionist



FACT SHEET

About Ruby

Harkening back to an era when every call to an office was answered by a friendly receptionist, Ruby Receptionists provides personalized live, virtual receptionist service to small businesses and professionals throughout North America. Ruby leverages proprietary technology and its people live four Core Values — “Foster Happiness,” “Practice WOWism,” “Create Community,” and “Innovate” — to deliver its unique vision of customer service.



EMPLOYEES

70 as of January 5, 2012

REVENUE

2003 – \$49,000	2006 – \$1,240,000	2009 – \$2,662,000
2004 – \$285,000	2007 – \$1,801,000	2010 – \$3,940,000
2005 – \$605,000	2008 – \$2,309,000	2011 – \$5,231,000

CLIENT PROFILE

1,500 small businesses and entrepreneurs in 49 states, with strong industry representation from law firms, technology companies, financial professionals, and creatives.

MILESTONES

- 2003 Founded by CEO Jill Nelson as WorkSource, Inc. with an SBA loan and a cashed-in 401k
- 2005 Rebranded as Ruby Receptionists; launch of www.callruby.com
- 2006 Ruby Receptionists hits \$1,000,000 mark, and Founder /CEO is accepted into Entrepreneurs Organization
- 2010 Ruby contracts with happiness researcher, Dr. Robert Biswas-Diener, to reinforce workplace culture
- 2011 Ruby launches ROS, its proprietary, custom developed technology platform.
- 2011 Ruby moves to the appropriately named “The Lovejoy” building in Portland’s vibrant Pearl District
- 2011 Dell, Inc. partners with Ruby to include a trial of Ruby service on their Vostro small business line of computers
- 2011 Ruby exceeds \$5,000,000 in sales

AWARDS & RECOGNITION

(CLICK WITH SHIFT BUTTON TO OPEN LINKS)

- PORTLAND BUSINESS JOURNAL: “[Fastest Growing Private Companies List](#)” (2008-2011)
- OREGON BUSINESS magazine: “[100 Best Places to Work For](#)” (2010-2012; ranked #2 medium-sized business in 2011)
- OREGON BUSINESS magazine: “[100 Best Green Companies to Work For](#)” List (2010, 2011)
- PORTLAND BUSINESS JOURNAL award: [2010 “Women in Business Orchid Award](#)” for CEO Jill Nelson

SOCIAL MEDIA CHANNELS



Blog

rubywatercooler.com



Facebook

facebook.com/callruby



Twitter

[@callruby](https://twitter.com/callruby)



LinkedIn

linkedin.com/company/ruby-receptionists

FACT SHEET

(Continued)

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FAQs

WHY USE A LIVE VIRTUAL RECEPTIONIST SERVICE?

Many times customer service opportunities start with a phone call. However, not every company can afford to hire a full-time receptionist, and, in an increasingly virtual workplace, businesses might not need someone on-site. Any missed call may mean missing a chance to make a great impression, and having a helpful virtual receptionist service at the ready will create goodwill with customers and inspire word-of-mouth buzz.

WHAT MAKES RUBY RECEPTIONISTS DIFFERENT?

Traditional answering services are often easily recognizable as a “service” and seem impersonal. Many times they can perform only the simplest tasks, which can frustrate callers. Virtual receptionists at Ruby sound like they’re part of the business, and by leveraging one-of-a-kind proprietary software, Ruby is able to perform many of the tasks of an in-house receptionist. Each Ruby receptionist is bright, articulate, and charming and goes through “Ruby University,” an on-going training program where she learns not only basic job functions but telephone etiquette, proper grammar, and ways to cultivate relationships with callers and clients. Ruby receptionists go above and beyond to create personal connections with every interaction.

WHAT CAN RUBY VIRTUAL RECEPTIONISTS DO?

Ruby receptionists warmly answer calls with clients’ custom greetings. They can transfer calls live and will let the client know who’s on the other line before connecting the call. Clients can specify what types of information they’d like receptionists to collect from callers. Messages are immediately emailed and/or texted to them, and voicemails are emailed as . wav files. Ruby’s friendly virtual receptionists engage with callers, make them feel heard, and ultimately make their days brighter.

WHAT ARE THE BENEFITS OF RUBY RECEPTIONISTS' SERVICE?

Every call that comes in during Ruby's business hours is promptly answered by a cheerful, live receptionist. Clients can make better use of their time by quickly updating Ruby as to their availability through myriad methods, including a convenient iPhone app. Since Ruby can seamlessly connect calls to wherever they are, they can also work from wherever they feel inspired. Best of all, they have peace of mind that their calls are being handled by a smart, happy individual who will provide exceptional customer service for their callers.

WHO USES RUBY RECEPTIONISTS?

Ruby Receptionists serves small businesses across the United States and Canada and has clients in 49 states. Busy professionals from marketers to IT consultants to plumbers use Ruby, and roughly 40% of Ruby clients are solo attorneys or small law firms.

WHERE IS RUBY RECEPTIONISTS LOCATED?

All Ruby Receptionists employees work out of one office in a LEED-certified building in the heart of Portland, Oregon's oft-praised Pearl District. Every detail of the office is designed to promote happiness and community: from the glass cube walls where employees can feel connected to their coworkers to the Xbox Kinect in the break room to the receptionists' view of the Fremont Bridge.

FAQs (Continued)

WHAT ARE THE RUBY RECEPTIONISTS CORE VALUES?

Ruby Receptionists has four unique Core Values – “Foster Happiness,” “Practice WOWism,” “Create Community,” and “Innovate” – which inform every decision employees make, big or small.

WHAT IS THE RUBY HIERARCHY OF SERVICE PYRAMID?

Modeled after Maslow's Needs Pyramid, the *Ruby Hierarchy of Service Pyramid* is how Ruby achieves its unique customer service. There are six levels, starting from the base: “Be Prepared with the Right Infrastructure,” “Do What We Say We'll Do,” “Foster Happiness,” “Create Experiences,” “Fulfill Unexpressed Needs,” and “Make Meaningful Connections.” Every level is equally important, and a combination of the right people and processes goes into making each successful.

JILL NELSON

Founder and CEO



Jill Nelson's appreciation for the importance of excellent receptionist service began when she worked as a receptionist for a business brokerage after taking a couple of years to stay at home with her young son. Her previous

experience in computer sales, along with her accounting degree and analytical skills, came into play as she expanded her role at the firm. After earning her brokerage license, Jill was soon conducting many of the firm's valuations while analyzing and interviewing businesses — many of them professional service providers — for potential acquisition. Jill had been interested in owning her own business since high school, and this experience provided invaluable insight.

"I saw so many businesses during that time," she says. "I saw what worked, and what didn't work — it was an amazing education."



After working as a business broker specializing in ISPs throughout the dot-com boom, Jill brainstormed an idea for live, virtual receptionist service. In 2003, she took the plunge by cashing in her 401(k) and securing a Small Business Administration loan for \$75,000 to start up WorkSource, Inc., which was later rebranded as Ruby Receptionists.

"We built all of the infrastructure, then opened our doors with four employees and zero calls," she says. Jill admits it felt like a tremendous personal and financial risk at the time, but she was optimistic due to her passion for the level of service Ruby would offer and the fact that the company was built on solid business principles from day one.

Under Jill's leadership, Ruby has reached the \$5 million mark for annual revenue, employing 70 staff members and serving 1500 small businesses and professionals throughout North America. Her passion for entrepreneurship has inspired her to play an active role in the Portland Chapter of Entrepreneurs' Organization (EO), where she served as a board member for three years. She has also served as an EO mentor for the organization's Accelerator Program, which gives entrepreneurs the tools, knowledge, and skills to grow their businesses to more than \$1 million in annual revenue.

In 2010, Jill was honored with a "*Portland Business Journal* Orchid Award" for her service as a female business leader who is deeply involved in the community.

In addition to helping Ruby achieve its vision for superb customer service, Jill keeps busy rooting for her alma mater, the University of Oregon, and the school's 2012 Rose Bowl Champion Oregon Ducks football team.

RUBY CORE VALUES

FOSTER HAPPINESS

We're a happy bunch, and we like to make others happy. Every day, we wage a war on impersonal service and stressed out workdays. We take time to celebrate our successes, of which there are many. Work may be work, but that doesn't mean we all have to be serious all day. Ruby puts the fun and happiness in professionalism, and we wouldn't have it any other way.

It's worth it because we foster happiness.

PRACTICE WOWISM

We're not just about answering phones. We're about finding that special something that will knock your socks off, and giving it to you before you even know you want it. We don't do fine — we hit it out of the park. Nothing gives us a bigger kick than impressing our clients and team members. More than impressing, really — surprising, delighting, WOWing. Simply doing a good job isn't enough for us.

We make our mark by practicing WOWism.

CREATE COMMUNITY

We are a team, and the goal of our sport is success — success for our clients, for our team members, and for everyone we interact with every day. Our clients don't view us as faceless operators, but part of their team, and we view them as part of ours. When our clients win, we win. We consider the big picture in every action, and choose the path that provides the most benefits for all involved. It is not one superstar that makes our company work. We are all connected and we depend on each other. We create special times together. We make the connection.

We succeed through creating community.

INNOVATE

If there is a better way to do something, we'll find it. "That's the way it's always been done" is not a reason to keep doing what we're doing. We are not confined to "standard operating procedures." If it's not working for us, we'll change on a dime. Our ideas come from everyone in the company, and we're not afraid to throw ourselves into the creative process, whether or not our ideas come to fruition. In our eyes, perfection is the only acceptable result, and we won't rest until we achieve it.

We lead through innovation.

Ruby Service Pyramid

PEOPLE

**MAKE MEANINGFUL
CONNECTIONS**

PROCESS

**FULFILL
UNEXPRESSED NEEDS**

CREATE EXPERIENCES

FOSTER HAPPINESS

DO WHAT WE SAY WE'LL DO

**BE PREPARED WITH
THE RIGHT INFRASTRUCTURE**

[\[More Information on the Ruby Service Pyramid\]](#)

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RUBY PRESS RELEASES

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RUBY RECEPTIONISTS DEBUTS SABBATICAL PROGRAM

Firm's Core Value of "Foster Happiness" Drives New Employee Perk – January 18, 2012 [\[LINK\]](#)

RUBY RECEPTIONISTS LAUNCHES INNOVATIVE NEW OPERATING PLATFORM

Proprietary software enhances client customization and prepares company for growth – May 2, 2011 [\[LINK\]](#)

RUBY RECEPTIONISTS EARNS #8 ON LIST OF 100 FASTEST GROWING COMPANIES

Live Virtual Receptionist Service Achieves 70% Growth in Revenue – June 24, 2011 [\[LINK\]](#)

RUBY RECEPTIONISTS NAMED #2 "BEST MEDIUM-SIZED COMPANY TO WORK FOR IN OREGON"

Happy employees at live virtual receptionist service vote Ruby Receptionists #2 best place to work among medium-sized businesses – March 4, 2011 [\[LINK\]](#)

RUBY RECEPTIONISTS RETAINS HAPPINESS EXPERT TO SUPPORT CORE VALUES AND ACHIEVE CUSTOMER SERVICE VISION

December 17, 2010 [\[LINK\]](#)

ARTICLES

- PSYCHOLOGY TODAY: [“A Positive Look at Failure”](#), November, 2011
- OREGON BUSINESS magazine: [“A Workplace Full of WOWism”](#) (March, 2011)
- KGW (Local NBC affiliate): [“Risktakers: Your Money Your Business”](#) January 10, 2010

BLOG COVERAGE

- [“Call Ruby is an Awesome Virtual Receptionist for Solo and Nimble Small Firms,”](#) Sam Glover, Lawerist.com, August 25, 2011
- [“Virtual Receptionist Ruby Does it Again!”](#) Andrew Flusche, Legalandrew.com, May 28, 2011
- [“Your Call is Important To Us or How to Ruin Brand Experience,”](#) Shawn Busse, Kinesisinc.com/media/blog, March 30, 2011
- [“Ruby – The New Girl in Town,”](#) Justin Rockwell, Text-board.com/marketing, January 26, 2011
- [“Ruby Receptionists – Reception Specialization,”](#) Jeff Parker, Jeffparkerlaw.com, January 1, 2010
- [“The Zen of Customer Service – Ruby Receptionists,”](#) Michael Reynolds, MichaelReynolds.com/blog, March 2, 2009

RUBY IN THE NEWS

(CLICK WITH SHIFT BUTTON TO OPEN LINKS)

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What Clients are Saying About Ruby



You guys have the best ever customer service **on the planet.** It makes me feel like we're back in the '60s! – *Mari Chambers*



No comparison whatsoever. Ruby is on a totally different playing field. Your receptionists make my day – every day. – *Curtis Patalano*



The team @callruby are outstanding. Like getting cupcakes via phone. – *Josh Brammer*



It's fairly unreasonable how much I love Ruby. – *Leigh Thomas Brown*



I'm not sure what's more awesome... having the privilege of speaking to an amazing team of receptionists and leaders that you've talked with over the phone for years or watching them in action. You guys and gals are phenomenal in the service you provide, the fun you have in the office, the way you give back to the community and the efforts you take to wow both your internal and external customers! I mean, really? Who else provides exercise classes, wow-isms, top notch service, a fun environment, AND employee training and a book club!! It makes ME want to work there! – *Monica Wofford*



@callruby Not only were the calls handled wonderfully on my honeymoon, but the thoughtfulness of a wedding gift? You all are amazing! – *Kellen Bryant*

What Clients are Saying About Ruby (Continued)



Through the years the staff at my company have grown to love our "Rubies." They provide beyond exceptional customer service, go out of their way to be friendly and helpful to us and our customers and I have personally interacted with several of the staff and the owner and am amazed at the humane way they operate their business. Ruby is an inspiration. – *Tanya B.*



I am so very happy to be doing business with Ruby Receptionists! Regardless of who answers the phone I know my customers are hearing a friendly, upbeat, professional voice on the other end and they often comment on what a great "team" of people I have working with me. The system is seamless and I never cease to be amazed at the attention to detail paid by each receptionist. Best of all, they add little touches of WOW here and there that make each experience with Ruby Receptionists a red-carpet ride from beginning to end. – *Donna Cutting*



Have to say it again, @callruby is the BEST! Friendly, professional & always there so clients can talk to an actual person. #cantdowithout – *Cindy Campbell*



I want to say a great big, "I LOVE Y'ALL!!!!!!!!!!!!!!!!!!!!!!" I appreciate the wonderful spirit of your company and the incredible personal touch you give. For me, when I looked at other services and compared what they offered to the attitude and "vibe" of Ruby – there was simply no comparison. – *Suzanne Bailey*



Ben Glass Law loves Ruby Receptionists. They get customer service right! – *Ben Glass*



receptionists

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